

**Minutes**  
**Criminal Justice Collaborating Council - Education and Public Relations Committee**  
**December 11, 2013**

Spaeth called the meeting to order at 2:06 p.m.

**Committee Members in Attendance:** Sarah Spaeth, Peter Slesar (left at 2:52 p.m.), Windy Jicha, Julianne Davan (arrived at 2:12 p.m.), Jerry Braatz, Larry Nelson.

**Committee Members Absent:** Sara Carpenter and Betty Groenewold.

**Also Present:** Rebecca Luczaj.

**Approve Minutes from November 14, 2013 Meeting**

Motion: Slesar moved, Nelson second, to approve the minutes of November 14, 2013. Motion carried 5-0.

**Update on Presentation of Draft Communications Plan to CJCC on 11/20/13 & Corresponding Feedback**

Spaeth said though supportive, the CJCC provided little feedback when she shared the communications plan with them. Most vocal was Kathy Madden regarding CJCC's fund raising abilities. Luczaj said the fact that the plan was a rough draft was stressed during the presentation. Spaeth said she also talked about the committee's potential involvement in implementing the plan.

The Education and Public Relations Committee discussed at length the pros, cons and intricacies of fundraising for the CJCC and came to consensus that it does not fit within the confines of county policy.

**Discuss Further Revisions of CJCC Communications Plan & Potential Target Date for CJCC Approval of Plan**

**Additional Promotional Opportunities**

General

- Send legislators letters alerting them when their constituents graduate from treatment court. (Spaeth volunteered to write a sample letter.)
- Increase participation from elected officials at CJCC programs and events.
- Order the PR kit from the National Association of Treatment Court Professionals and follow their lead.
- Move the CJCC presentation to the county board from February to May 2014 after the new board is seated.
- Spaeth and Luczaj will reorganize the communications plan by the next committee meeting.
- The CJCC will be given the opportunity to vote on the plan as soon as it is finalized.

Presentations

\*Goal: 1-2 presentations per CJCC Executive Committee member per year.

Luczaj will ask CJCC Executive Committee members which service organizations they belong to and if they are interested in participating in a CJCC presentation with Luczaj.

- SOPHIA
- Service Clubs – Rotary, Kiwanis, etc.
- Waukesha Business Alliance
- Waukesha County Cooperation Counsel (July or October)
- Department of Justice's Heroin Task Force
- Police Chiefs Association

- Public defenders
- Bar Association
- Citizens' Academy Alumni Associations

#### Special Events

- Treatment court graduations
- Treatment court observations
- Treatment court alumni events
- Drug Court Month (May) and Alcohol Awareness Month (April) activities
- Joint event with Drug Free Communities perhaps the Drug Free Communities' Invisible People documentary

#### Op Ed Topics

\*Goal: One Op Ed per executive committee member per year.

- Dangers of heroin/heroin epidemic (Schimel)
- TAD grant

#### Op Ed Writers (Other)

- Judges
- Treatment court graduates

#### Op Ed Publications

- Lake Country Reporter
- The Freeman

#### County Board, County Executive, District Attorney Tweet Topics

\*Goal 26 Tweets per Year

- Success stories
- CJCC facts and statistics
- National Association of Drug Court Professionals statistics
- Speaking engagements
- Newsletters
- Grant announcements
- Graduations
- Audit results
- Website links
- Articles (from other sources) on local drug and alcohol problem
- Waukesha County professionals attending Wisconsin Evidence-Based Decision Making Summit
- CJCC and CJCC committees meeting dates
- Drug Free Communities' Invisible People documentary

#### Website

- Design changes to website

The meeting adjourned at 3:04 p.m. Motion carried 5-0.